

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Emu Products and Management, Inc.

Oklahoma Alliance for Manufacturing Excellence

New Product at EPMI

Client Profile:

Emu Products and Management, Inc. (EPMI) in Marlow, Oklahoma, raises emus and manufactures emu products. The 20-year-old company considers itself the only start to finish emu products company in the world. EPMI employs less than 30 people.

Situation:

EPMI prides itself on using every inch of an emu in producing its products. From feathers to claws to extracted oil, the company manufactures and sells hundreds of different products made from emu parts. EPMI was concerned, however, that they weren't making the most out of the "meat" of the emu. Traditionally, there are only a couple of pounds of meat from an emu that can be made into gourmet steaks for human consumption. The steaks are considered a delicacy and a heart-healthy, medicinal alternative to normal beef steaks. EPMI was using the other 20 pounds of meat to produce dog food. For help in creating a more profitable alternative, Vice President Brian Stewart turned to Bill Cunningham, a manufacturing extension agent with the Oklahoma Alliance for Manufacturing Excellence (the Alliance), a NIST MEP network affiliate.

Solution:

The Alliance's Bill Cunningham worked with food specialists from Oklahoma State University and with an Oklahoma City company, Enriched Life Foods, to develop a special freeze-drying process that made almost all of the emu meat suitable for gourmet steaks. The new Royal Tender and Royal Medallion products are a huge success. Cunningham has since improved the production process to make it as efficient as possible. The result: A growing profit margin.

Results:

- * Developed new product.
- * Expanded market.
- * Increased annual sales by \$100,000.

Testimonial:

"The Alliance helped us out when no one else could. They provided invaluable assistance during the development of this new product."

Brian Stewart, Vice President